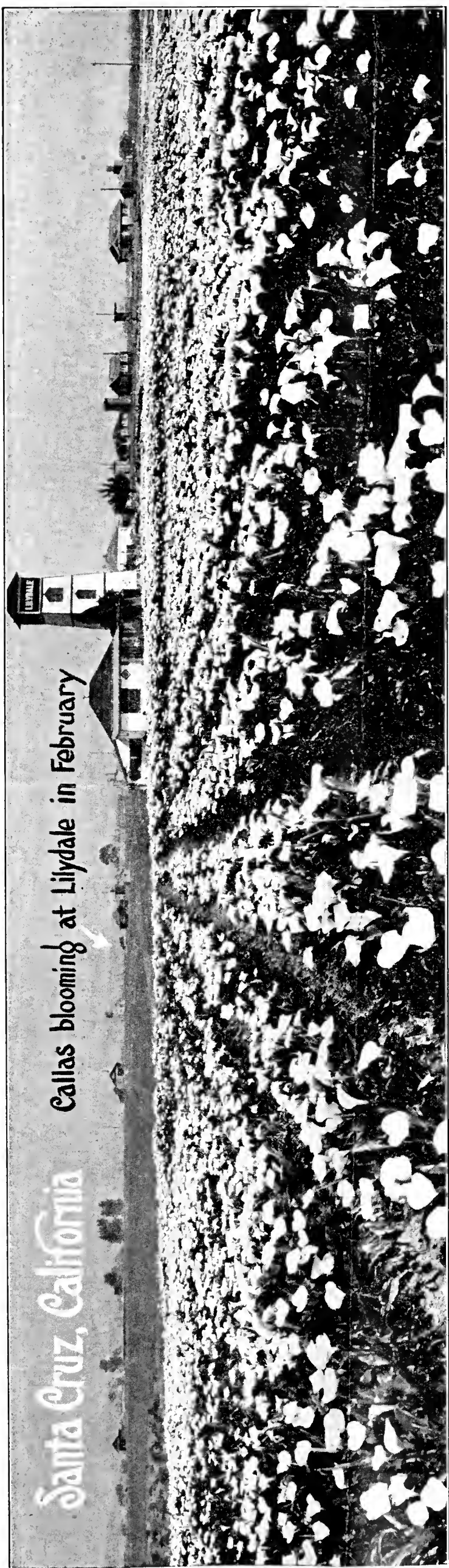


## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



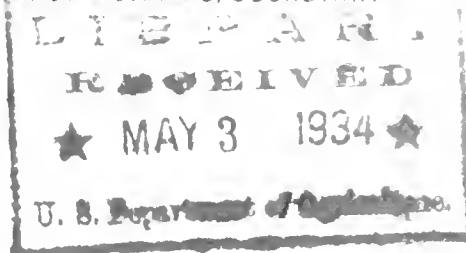
62.09



Callas blooming at Lilydale in February  
Santa Cruz, California



COLIN H. MCISAAC, MANAGER  
S. V. MCISAAC, SECRETARY



**BULB CO.**  
Santa Cruz, California.

OUR SPECIALTIES:

WHITE CALLA BULBS (AETHIOPICA)  
YELLOW CALLA BULBS (ELLIOTTIANA)  
FREESIA BULBS (PURITY)

SANTA CRUZ, CALIFORNIA

April 18, 1934

To Customers and Wholesale Florists:

For delivery next July and August, we are pleased to make you the following PREPAID-BY-EXPRESS specially low prices on our Bulb specialties:

Freesia Purity (Fisher's)		Per M
$\frac{1}{2}$ to $\frac{5}{8}$ inch	-----	\$ 3.50
$\frac{5}{8}$ to $\frac{3}{4}$ inch	-----	8.00
$\frac{3}{4}$ inch up	-----	12.00

Freesia Splendins (best lavender)		
Freesia California (best yellow)		
$\frac{1}{2}$ to $\frac{5}{8}$ inch	-----	\$ 5.00
$\frac{5}{8}$ inch up	-----	8.00

White Calla Bulbs (true Aethiopica)		Per C
3 to 4 inch circumference	-----	\$ 6.00    \$ 50.00
4 to 5 inch circumference	-----	9.00       75.00
5 to 6 inch circumference	-----	15.00      130.00

Not less than 250 at 1000 rate, or less than 50 at 100 rate. Express charges fully prepaid on orders for \$10 or more; smaller orders shipped collect.

We have grown these bulb specialties for 25 years, and stock is guaranteed A-1 in every way. Our Freesias have been grown for the past seven years near Santa Barbara, 270 miles south of here, and as a result of specially favorable conditions, careful selection of seed, proper culture and very late digging, our stock has been brought up to maximum degree of vitality and excellence. Better Freesias or Callas are not grown.

Due to general conditions, plantings for this season are limited, many growers not being represented in above lines. Book your order with us now, to ensure getting just what you want. No remittance necessary until we advise you in July and August that stock is ready for shipment.

Special discount of 5% on orders for 5000 or more Freesia Bulbs. Yellow Callas are not harvested until October. When writing, please state approximately how many of these you will require, and we will make you special quotations on same, for November delivery. Write at once—orders will be booked and filled in order as received.

LILYDALE BULB CO.

